



BRAND GUIDELINES

2021



Purpose

The Think Mental Health public education program is part of a comprehensive approach that aims to enable all Western Australians to gain and maintain their own optimum mental health and wellbeing and decrease the incidence and severity of mental health issues and conditions.

The program is managed by the Public Education and Health Promotion team of the Prevention division at the Mental Health Commission in partnership with Cancer Council WA.

This style guide is a reference guide detailing the use of the Think Mental Health logo. It is designed to clearly outline the correct guidelines when using the logo.

It is an essential reference tool for presenting the Think Mental Health brand to maximum effect both within the organisation and to the public.

The logo must be correctly used at all times.

Consistent and clear use of the logo strengthens positive public recognition and respect of the brand. Under no circumstances should the logo be modified in any way, or typefaces and colours used other than those specified in this document.

The letters and spacing of the logo should not be modified, redrawn or retraced in any form.

The Think Mental Health team must approve all applications of the logo, but are happy for any queries to be raised relating to the use of the Think Mental Health logo.

All artwork and documents containing the Think Mental Health logo must be sent to the Think Mental Health team for approval. It is recommended that this is done early in the design or development process. Please send all artwork to the attention of the Public Education and Health Promotion team of the Prevention division at the Mental Health Commission.

Telephone: 08 6553 0600

Email: campaigns@mhc.wa.gov.au

Address: 1 Nash St, Perth WA 6000

Brand Guideline notes

Colour accuracy

The colours displayed in this manual are as a guide only. Colour accuracy is achieved by matching with Pantone and CMYK references provided.

Digital artwork

Think Mental Health logos are available as JPG, PDF, Illustrator AI and EPS formats. AI or EPS formats are the preferred format used by designers and printers who use professional standard graphic software. These files may not open on computers that do not have compatible software). For all high resolution reproduction, vector based artwork (AI or EPS) is recommended.

Approval

Approval to use the logo, tagline and graphic devices must be obtained by Drug Aware. Any deviation from the specification outlined in this style guide must receive direct approval from Think Mental Health and final artwork carrying the logo or branding elements must be approved before production.

Tone of voice

Our tone of voice is crucial to our success in connecting with our audience. It helps us remain trustworthy, relevant and be a source of useful information.

Our language is positive and clear to help our audience engage with us in confidence.

Supportive

We support anyone who comes to us for support as we know everyone has ups and downs.

Positive

We will deliver positive messages to help our audience gain and maintain their mental health and wellbeing.

Trustworthy

We are a trustworthy and reliable and we are happy to share our knowledge.

Understanding

We understand where people are at in the lives right now and we are trying to be there for them.

Logos

Coloured logo

When the logo appears on a white background, this logo should be used.



Reversed logo

Our primary green is preferred when you need a background colour. When using green as background, reverse out the logo to all white.



White logo with colour star

Use on all photography (see page 10).



Black and white logo

Use the black and white logo in brand partnerships.



Colours

Primary



Light Green

Light Grey

| | | | |
|---|-----|---|-----|
| C | 41 | C | 58 |
| M | 0 | M | 49 |
| Y | 100 | Y | 47 |
| K | 0 | K | 15 |
| R | 164 | R | 100 |
| G | 205 | G | 111 |
| B | 57 | B | 113 |

Secondary

These are used as supplementary colours to support the primary colours used.



Red

Purple

Yellow

Light Blue

Dark Blue

| | | | | | | | | | |
|---|-----|---|-----|---|-----|---|-----|---|-----|
| C | 1 | C | 57 | C | 0 | C | 70 | C | 100 |
| M | 99 | M | 98 | M | 19 | M | 15 | M | 77 |
| Y | 94 | Y | 16 | Y | 100 | Y | 0 | Y | 19 |
| K | 0 | K | 3 | K | 0 | K | 6 | K | 4 |
| R | 236 | R | 150 | R | 255 | R | 38 | R | 9 |
| G | 32 | G | 44 | G | 204 | G | 171 | G | 77 |
| B | 40 | B | 125 | B | 0 | B | 226 | B | 137 |

Primary font

Signika - bold

Signika bold is used in all of our publications, and is the lead brand font. It is a simple font, that works well for headlines.

The image shows the letters 'A' and 'a' in a very thick, bold, sans-serif font. The 'A' is tall and narrow with a wide base, and the 'a' is rounded and compact. Both are rendered in a vibrant green color.

ADCDEFGHIJKLMNOPQRSTUVWXYZ

Signika - regular

Signika also comes in regular. Use this in the body copy, as it is too lightweight to use as a headline font.

The image shows the letters 'A' and 'a' in a regular weight, sans-serif font. The 'A' is tall and narrow with a wide base, and the 'a' is rounded and compact. Both are rendered in a vibrant green color.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary fonts

These fonts are only to be used when the Signika font is unavailable.

Calibri - bold

Calibri bold is for use in digital and ms office copy only.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri - regular

Calibri also comes in regular. Use this in the body copy, as it is too lightweight to use as a headline font.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The star

Think Mental Health Star

The star is Think Mental Health's brand device that is used to communicate to the audience that this is a Think Mental Health message or material without necessarily including the brand name or logo.

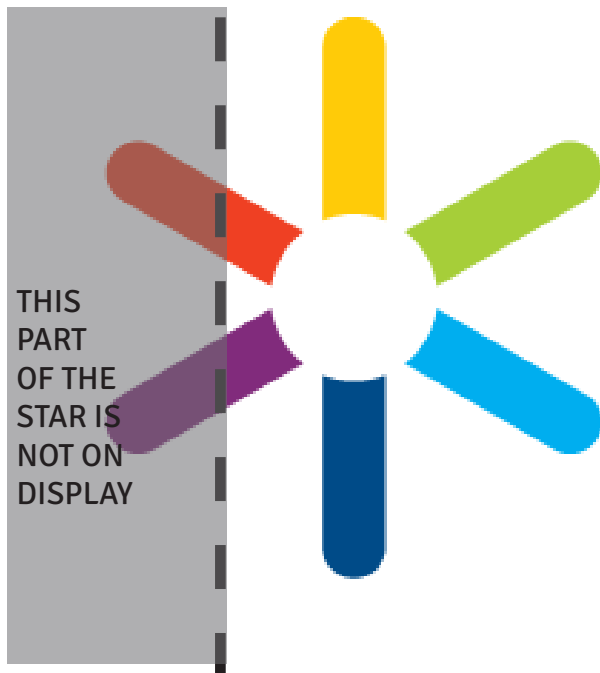
Devices are essential in having consistency across all campaigns and elements so they are recognised as Think Mental Health even if it is a different message, campaign or within a different setting.



Star wallpaper

Solo star

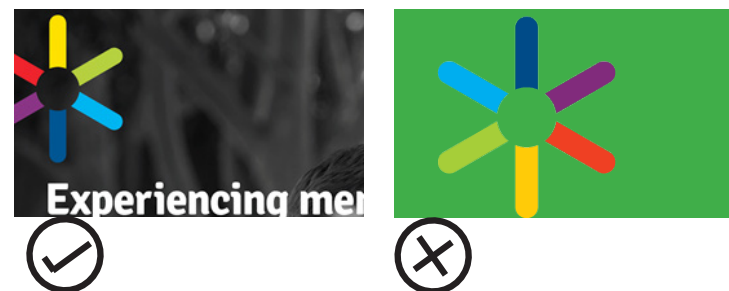
You should use the solo star if your design uses a black and white photograph background, but not a solid colour background. The star must be placed with the yellow stroke at the top at a straight angle. The star cannot be rotated. The star should appear with the red and purple strokes cut off by the end of the page.



The position of the star



The star background



Star wallpaper

Star wallpaper

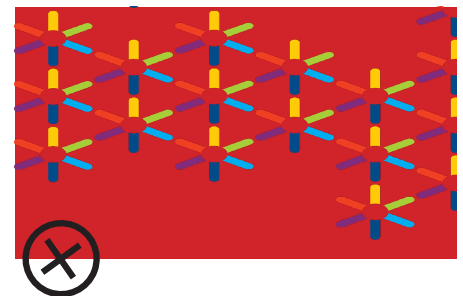
The star wallpaper can only be used with a white or black background, or a black and white photograph. The star must be placed with the yellow stroke at the top at a straight angle. The star cannot be rotated. The star should appear with the red and purple strokes cut off by the end of the page. Please ensure that the star is not stretched or squished when applying.

The position of the star



cannot be stretched or squished

The star background

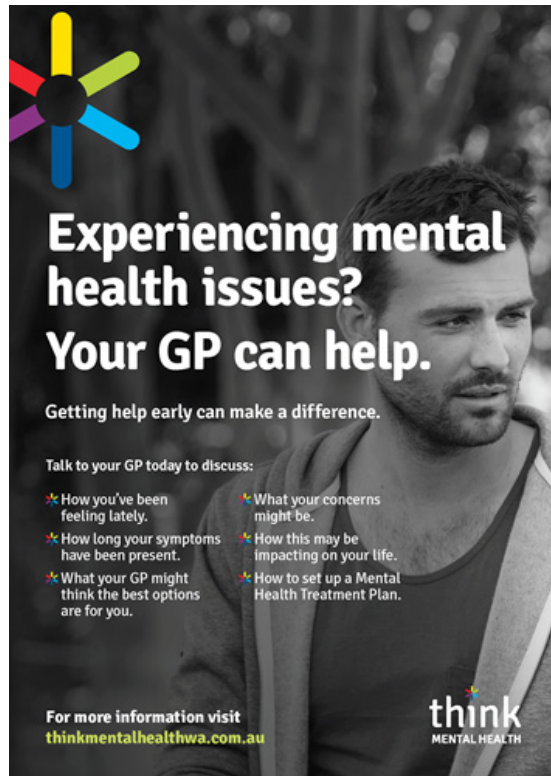


Star wallpaper

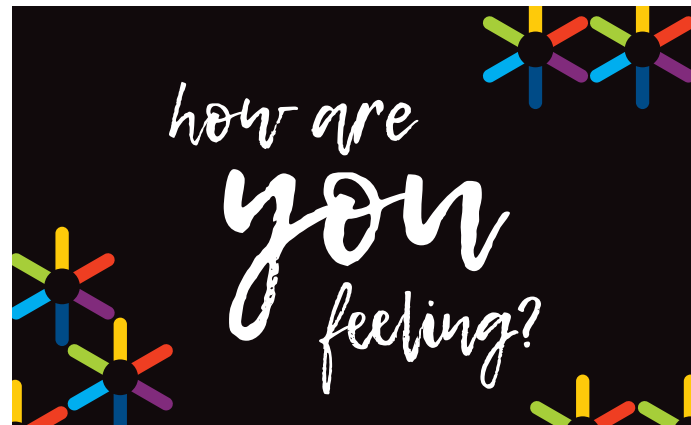
Examples of the star pattern being applied.



Pull up banner



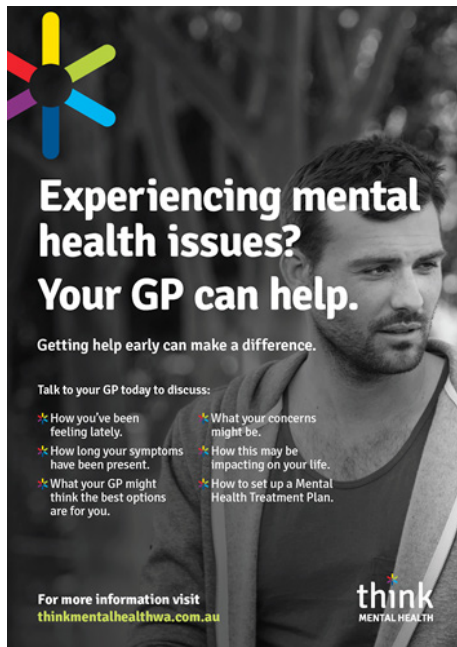
A3 poster



Website card

Photography

The imagery is what people remember in communications and it is really important for all photography to be consistent, and represent the personality of the brand. With the images used the talent shouldn't be looking directly at the camera. No alcohol can appear in any photos. All images must be approved prior to use.



Experiencing mental health issues? Your GP can help.

Getting help early can make a difference.

Talk to your GP today to discuss:

- How you've been feeling lately.
- How long your symptoms have been present.
- What your GP might think the best options are for you.
- What your concerns might be.
- How this may be impacting on your life.
- How to set up a Mental Health Treatment Plan.

For more information visit thinkmentalhealthwa.com.au

think
MENTAL HEALTH



Examples of the photography style



Co branding application

Opportunities to co-brand Think Mental Health with other brands may arise. If you are considering applying for co-branding it must be part of a strategic and comprehensive public health approach and not one-off tokenistic opportunities.

The two should work in balance to create the most impact. All logos being used in conjunction with Think Mental Health must be approved by the Mental Health Commission.

The Think Mental Health logo and/or Think Mental Health branded materials and publications should only be used to support community based activities, when these activities align with the brand objectives.

When visually representing more than one institution or partner, the Think Mental Health logo should be treated equally to other institution and partner logos where applicable, meaning it should appear the same size.



Approvals required to use the Think Mental Health branding

Any health promotion materials being used in conjunction with Think Mental Health must be approved by the Mental Health Commission.

Please email campaigns@mhc.wa.gov.au for approval. To increase the speed of approval please provide this information:

1. The purpose of the publication.
2. The target audience.
3. What is the key message you are hoping the publication will communicate.
4. Where the publication will be used.
5. How long will it be used for.
6. The objective of this activity as part of a wider approach.

